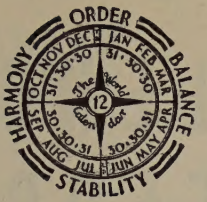

A NEW CALENDAR FOR A NEW WORLD

VOL. XV FIRST QUARTER, 1945 No. 1

BRETTON WOODS, Dumbarton Oaks, Yalta, Chapultepec and the forthcoming San Francisco conference are laying plans to uphold freedom of the people, safeguard the welfare of mankind, protect the independence of nations, establish an international organization, and cement a greater unity for our one world.

Stimulated by these conferences it is interesting to trace for a moment some of the events since early days that have led man to these concepts—the first internationalist Akhenaton of Egypt, the Mosaic Code and the two great Christian Commandments, the Magna Carta of the thirteenth century, the Declaration of Independence of the eighteenth and the Emancipation Proclamation of the nineteenth, on down to the Atlantic Charter and the more recently enunciated concept that our Earth is One World.

In the older days these progressive steps occurred at greater intervals but in our modern world this is no longer so. Time moves faster and everyone realizes more and more the need for planning and action if achievements are to be had.

Prime Minister Churchill stressed the "duty" of the great powers "to serve the world and not to rule it." President Roosevelt said: "This time we are not making the mistake of waiting until the end of the war to set up the machinery of peace."

Time then is of the utmost value and everything pertaining to it, including the calendar, must not be overlooked. The present calendar is confusing, contradictory and conflicting. It is a very faulty pattern with which to build an enduring peace.

Leaders of nations and everyone will appreciate working with the new perpetual World Calendar that possesses equality, order, cooperation, coordination, harmony and stability. To put off consideration of The World Calendar until after the war would be making the same mistake of waiting that President Roosevelt has so forcefully decried. The World Calendar logically belongs in all programs, conferences and activities as a component part of peace; it is a strong unifier.

May God further the forthcoming conference and strengthen us in our many endeavors.

J O U R N A L O F

CALENDAR REFORM

January, February, March
1945

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EMERSON BREWER, Editor
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THE WORLD CALENDAR— A PERFECT MODEL OF TRUE DEMOCRACY

By Elisabeth Achelis, President, The World Calendar Association

"The World Calendar . . . a perfect system of democracy —a democracy of a newer and better pattern wherein each individual time-unit works in full capacity . . . and performs its part freely within its own domain toward achieving a harmonious unity . . . The World Calendar is thus a great uniter . . . it is eminently fitting that the United States . . . should now also acclaim this newer and better pattern for our calendar—perfect model of true democracy." (From the Journal of Calendar Reform, Volume 11, page 74.)

DEMOCRACY does not only mean a political system with which we are prone to associate it. It is not the possession alone of political Democratic and Republican parties, nor Communistic, Labor, Socialist, National or Isolationist parties. The system of democracy means any system of just and equal dealing, of non-discrimination, of like consideration and opportunity to all its component parts or members. It follows the principle of practical equality and considers impartially the rights of the different and separate factors of which the whole system is composed. It is a harmonious grouping, or a commonwealth of separate entities or units, wherein cooperation is the rule, and to which the various parts or groups willingly agree. Each group functions separately in its particular sphere of activity with complete freedom, recognizing at the same time its full responsibility. Each is keenly conscious that it belongs and is vital to the smooth operation of the whole system; it knows, too, that if it fails all fail.

The system of democracy, whether in government, finance, business, education, social or human relations, although extolled in words, is quite often weak in application, because there is no clear plan to follow. A blueprint is missing. Thus the real meaning, purpose and scope of democracy is oft-times an abstract idealistic theory to the majority and because of this it is prevented from being practiced. There are those who proclaim it but frequently fail to make it clear and to exemplify it themselves. They still keep alive the master and slave condition, the power of the strong over the

weak, of might over right, of coercion over cooperation, and group domination. Man yearns for a plan so that he can chart his way unfalteringly along the democratic road.

The Dumbarton Oaks Proposals come close to this ideal wherein "sovereign equality" is a basic principle. Secretary of State Edward R. Stettinius, Jr., has explained it thus: "The phrase 'sovereign equality' is enshrined in Principle Number One. . . . It means that every peace-loving state, however small, has the same supreme authority over its own territory as any other state, however large. Each such state, irrespective of size, is an international individuality. Each, therefore, has both a right to a voice in the affairs of the family of nations and a responsibility to share in the task of creating a peaceful world order." *

For the world to obtain such a plan for its guidepost, it is obvious that the system of democracy be more clearly understood in a concrete and simple way, so that every nation and every person can understand, use and live by it. Democracy is actually a world system and the world, as the late Wendell Willkie has declared, is ONE world.

There is an element in life which unites us all. It is the element of TIME, and we shall see how TIME, by means of the calendar, offers another such system of democracy.

For untold centuries man has endeavored to chart his time-map whereby it could best serve him. Under the various conditions in which he lived he has done well, but the present Gregorian calendar, like many other systems of today, lacks the ideal of democracy—cooperation, fair play and equality, which at the same time recognize differences. Its persistent wanderings, irregular and unequal arrangement, make it an inadequate measuring rod for man's daily use. It is no wonder that he so often flounders in his undertakings when his calendar (without which nothing is accomplished) is such a haphazard conglomeration of unrelated and unequal time-periods.

There is an opportunity offered man to put a system of democracy into active operation as a real guidepost. True to this principle, The World Calendar—the new and better time-plan—is the result of many minds, of many conferences covering a period of many years. It is a perpetual calendar of twelve months and equal quarters and belongs to everybody, everywhere.

And here is the plan.

The year of 364 days, rather than 365, is taken as the basis of the calendar, for the past has demonstrated that the number 365 is not applicable to even division. It is this irreconcilable number 365 that has been the deterrent to an ordered, divisible calendar system. And yet, the 365th

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*The Reader's Digest, February 1945, page 2. "What the Dumbarton Oaks Peace Plan Means."

and a fraction of a day are needed to complete the annual revolution that the Earth makes around the Sun, and thus *must* be considered in all calendar reckoning for the calendar to maintain accurate timing with the annual seasons.

Basing the calendar on the easily divisible number 364, the calendar immediately achieves equal-quarter divisions, comparable to the four seasons. It also retains the convenient twelve months and gives to each quarter-year (practically one season) exactly three months. The first of the three months is given 31 days and the remaining two 30 days each, resulting in every month having 26 weekdays plus Sundays, and every quarter an even 91 days. In addition, by beginning every quarter with a Sunday and ending with a Saturday, the weeks obtain their even number of thirteen, without being short in one quarter or overflowing the next. Here is evidence of perfect coordination, cooperation and equality among the different time-units—91 days, 13 weeks, 3 months and 1 quarter-year approximating 1 season—DEMOCRACY within the element of TIME.

But what of the 365th day and the occasional 366th day so necessary to keep the calendar in step with the seasons of the year?

The 365th, Year-End Day, naturally belongs to the old year as we have seen the year is not complete; the Earth having not as yet finished its annual revolution around the Sun, being short approximately one day. The essential last day of the year, the Year-End Day, or as some wish to call it New Year's Eve, is inserted after the completed last quarter and just before a new series of quarters begins a new year. It is the extra day or another Saturday that follows Saturday, December 30, and considered as December W (some prefer December 31) for the extra new World Holiday; it is *not* a working day. The World Holiday logically precedes the first day of every new year, Sunday, January 1, and, because of this, every business year begins the day after, Monday, January 2.

The new World Holiday is a world-assembly-day to unite nations in world observance. It is comparable to the "healing leaves of nations" of the tree of life in Biblical Revelation, and thus becomes a healing day for nations of the world—a day of amity, of understanding and of good will; a truly democratic day of equal recognition and consideration, of sharing and uniting in the large conclave of the brotherhood of man.

And the equally important 366th day every four years is similarly treated. It is inserted in the middle of the year, after the close of the second quarter and before the beginning of the third. In leap years the calendar is divisible into equal halves. This Leap-Year Day is another World Holiday, placed on another extra day or Saturday, and tabulated June W (again some prefer June 31) and like December W it, too, is not a regular business or working day. It is another day for world observance.

The following day is Sunday, July 1. How simple and logical is this perpetual calendar!

Examples always give a clear picture and here is one pertaining to the new World Calendar. A business corporation is usually composed of several distinct departments, each functioning separately, yet all belonging to the corporation. There is, for instance, one department which deals with workers whose wages are paid on the day basis; another where employees receive their pay envelopes on the weekly plan. The billing, transportation and shipping sections generally use the month for their records, while the major financing of the entire corporation, including dividends, bond interest and general reports, is planned on the quarterly basis. And all seasonal matters are figured on the quarterly periods. In every quarter-year, then—the perfect and practical unit—there are assembled from the different departments the reports for analysis and study to obtain an accurate and overall picture for further planning. And as every quarter is comparable, as well as every year, an accurate survey is possible. Only the stable, equal-quarter World Calendar achieves such correlation and coordination, because of its democratic pattern, which gives equal recognition and value to all its different time-units. It matters not whether the day-unit is of lesser length and the month of greater or whether there are a greater number of weeks and a lesser number of seasons or quarter-years. Suffice it to say that any corporation using The World Calendar will function more smoothly and easily, without the friction of the past. At the close of every year a gift of the 365th day, a World Holiday, is extended the entire corporation. However, those who must work on that day will not suffer, as they will receive the regular holiday scale for compensation.

Another example, one more "homey," is that of the family. Let us suppose a family of five children. There is one child who returns to his home every day in the evening, another at the end of every week. A third returns home the last day of the month, while another finds it convenient to visit the family at the end of every quarter-year, together with the fifth child who returns at the close of every season. Thus a happy reunion of all the children at home takes place unfailingly and reliably four times a year at the end of every quarter-year. And, fortunately for the family, on the regular and annual Year-End Day, December W or 31, the reunion is extended by that one day, and with the following New Year's Day there is had a long week-end period—the extra day or Saturday, December W, and Sunday, January 1. On Monday, January 2, the children all resume their individual and various tasks. Can anyone deny the World Holidays, which in their cumulative effect are bound to unite in spirit and in action the entire world?

These are but two of the multiplicity of examples that can be cited, but they are sufficient to show the advantages to be had, and that are always had in any system based on fair play and work, just and equal dealing, freedom and order—DEMOCRACY.

With democracy growing, as emphasized by the Dumbarton Oaks Proposals and exemplified in The World Calendar, solid cornerstones are being laid for a better world order, and the principle of freedom and independence becomes more firmly rooted in the life, mind, blood and spirit of civilization. TIME is undeniably a uniting element and The World Calendar upon adoption can easily become a pioneer and perfect model of true democracy, serving all men everywhere on earth.

CONFUSION TO HISTORIANS

By Elisabeth Achelis—March 8, 1945

THE *New York Herald Tribune* on January 23 of this year carried an interesting letter from Gerald L. Kaufman, in which he made the statement that on that particular date the five numerals followed in sequential order 1/23/45. This will happen again on December 3 but spaced differently 12/3/45, then not again until a century later in 2045. Thus once in every century, when the years end with 45, does this occur.

But here lies confusion to historians.

The two mentioned dates refer only to the United States of America, as it appears to be the only country which figures dates in this manner. Great Britain, the European Continent, Central and South America reckon in the order of day, month and year—a reversal of the American custom—month, day and year. Therefore in countries, not our own, this unusual sequence occurs but once in a century, namely 12/3/45 (12, March, 1945). But how will historians interpret this date that is identical with December 3d used in the U. S. A.?

Certainly with the adoption of The World Calendar, or even before if desirable, it would be a gracious and wise act for the U. S. A. to establish the same method used by other countries. The method of dating by digits is more logical when the order from the lesser to the greater unit is used, as day, month and year.

CHURCHILL ASKS CHURCHILL: IS IT 1-10-45 OR 10-1-45?

Uniform System of Dating Urged by Prime Minister's Son

LONDON, March 14 (AP).—Major Randolph Churchill, member of Parliament and son of Britain's Prime Minister, has forwarded from the central Mediterranean a question to be put to his father next Tuesday in the House of Commons.

Major Churchill, hospitalized for a minor operation, requested Lord Hinchingbrooke to ask the Prime Minister "whether he is aware of the many conflicting systems by which letters and documents are dated in this country, whether he realizes the figures 1-10-45, which to the Englishman mean Oct. 1, 1945, indicate to an American Jan. 10, 1945; and if he will instruct all government departments to adopt forthwith the system current in the British Army, which avoids all confusion by putting the first day of the month in figures unblemished by any suffix, second the month in letters, and last the year."

New York Herald Tribune, March 15, 1945.

TRUE COMPARABILITY VITAL TO CHAIN STORE OPERATIONS

By Ivan Burdick

Mr. Burdick knows whereof he speaks. He has been successively superintendent of stores, for the A & P; general manager of Canada's Stop and Shop chain; merchandise manager of the Dominion Stores of Canada; and but recently resigned as Director of food rationing of the Office of Price Administration in Washington.

IN the chain store branch of the retail food industry, there are certain easily identified occupational habits that retard a well-run organization. The experienced chain man could see them if he was touring the store on a bicycle. There is the "how-m-I-doing" fellow. He is the chap who lifts the lid of his cash-register after almost every sale to make a fresh comparison with his sales during the corresponding day of the week preceding. On Saturday nights he would almost go crazy, comparing "the week" against the preceding week, or the so-called corresponding week of the preceding year—as reflected by his latest "sale."

Management is properly dismayed with the young man who strove to "hope" sales-records into his cash-register by an almost ceaseless vigil. Obviously he was neglecting his customers, and losing sales.

However, I have seen the management of major corporate chains exercise the same kind of pathetic, senseless vigil over operations as the young men who wore out the hinges of their cash-boxes. I know a number of operations, usually comptroller-managed, in which the millennium in store accounting practices is theoretically approached. As a merchandising official, I have been associated in three such operations, and they were truly bewildering to a grocery man, whose credo by nature is to get the sales while they are coming and count them up later. In this respect chain stores have an advantage over independent retail stores as they operate almost entirely on the cash basis, the pay as you go system.

These operations, in their zeal for perfection, rendered weekly profit and loss statements for every outlet—fifty-two weeks a year and sometimes running into a fifty-third week—difficult to attain. Usually, in order

to get the figures out in time for fancied effective analysis and utilization, major compromises were involved. Weeks were "cut off" on Wednesday or Thursday, holidays were completely and necessarily ignored, and all manner of natural and seasonal chronology went happily by the board. And why? Because days, weeks and holidays hop around in our calendar in a truly hit or miss method. Nothing is certain since one month may have four or five Thursdays; 24, 25, 26 or 27 weekdays without counting Sundays; holidays may fall either within the week, at week-ends or not at all, and weeks begin a month on any of the seven days of the week. The calendar makes all these compiled figures mere guesswork. The objective of weekly figures (and it was met) was to get fresh figures before the merchandising man on Tuesday mornings, in time for him to do something about them; if he had time to read them, if he could understand them, if he had confidence in them, and if he could not utilize his time more profitably.

In one such chain store I shall not forget my dismay upon receiving each Tuesday morning 545 individual and detailed profit and loss statements—no one of them reflecting with reasonable accuracy what had happened in any store during the preceding week. It seemed to me that Tuesday came three times a week, and until I could effect an improvement in accounting philosophy, I mumbled mysteriously into my beard and sustained, with my other executive colleagues, that I had some secret way to study and act on this mass of erroneous and shockingly costly information.

Not even the reputably predatory chain store merchandiser would shout "off with his head" as a fate for the poor chap who may have had an Easter week-end in the previous year's figures. Nor would he cry "promotion," if the calendar may have fallen the other way. No one had any time, disposition or facilities to determine the calendar's caprice. Certainly there were no mechanics for compensation of these uncharted vagaries, for all accounting energies had gone into production on schedule of these voluminous, whimsical figures.

Individually we knew that the "other fellow" just couldn't utilize the mass of weekly material, and, besides, he too had no confidence in it. Except for the directorate, which took for granted that someone could understand and use such abundant statistics of operations, there was a general and serious resentment that some hundreds of thousands of senseless expense dollars should pour annually down this drain of frustration; dollars, which might more properly be divided between the people who were making the sales and profits. The store managers, magnificent sophisticates, understood the whole angle. They knew that they neither had to anticipate penalties for jobs poorly done, nor could expect recognition for performances of merit. So deterioration of performance was general, dwarfing

the costs of this utopian accounting, with a host of people running around the perimeter of a potential gold mine, wondering why the yellow metal didn't come up the shaft.

Quarterly figures, in such an operation, were licked before production —for who would believe a man who is almost always wrong?

The operations which I described above are an extreme. I have known a number of others which approached it dangerously in unrealism, with almost comparable depletion of earnings. We, in the chain store business, have no reliable guidance except comparative figures. We simply do not know how much any man, department, supervisor, or division should make, except by comparison, one with another, and, most importantly, with previous comparable periods.

In an industry where the trend is the life-blood, there has been little understanding of the importance of true comparability. The psychological advantage alone, gained in convincing a store manager or supervisor that he is on his own for recognition or censure, with a fair and scientific measuring device for his comparative ability, is an enormous potential for profit. Yet, one can only convince people generally with facts. The tactical advantages in merchandising, incident to an accurate knowledge of what is really going on in terms of competitive influences, yield another rich reward. The futility of major expenditures for unusable statistics is deplorable indeed in an industry which counts its net in decimals or a few pennies on a dollar of sales. This takes on particular significance when we consider the profit havoc which can readily be occasioned by our wavering calendar, interspersed as it is with hit and miss holidays and week-ends.

Approaching post-war, there are few men within this gigantic field who do not know the future penalties of inefficiency and the costs of wasteful operation. Now as never before the importance of incentive for the individual becomes tremendous. Incentive must be based on performance, and performance must be accurately and fairly measured. For one to measure with accuracy, he must have an accurate measuring device. In my opinion, no such device is in general use today, yet in the contest soon to come it must be—for the winners.

In any chain food operation deliveries and shipments to retail outlets are important criteria. Here again the measurement is preceding years, principally because of the seasonability of most foods. There is rarely any useful guidance from a comparison of shipments, except during comparable seasons, as one may easily check with his own seasonal eating habits. This means the identical months of preceding years. But there are no identical months of preceding years or equal quarter divisions present in our calendar of today wherein days and dates and months constantly change. There is no "standard" by which to go or to check with so that conclusions are

problematical. Figures here are an illusion. The merchandiser does not merchandise "food" as a class. He is concerned with individual items, and must know, to be effective, how items such as canned tomatoes are going out of his warehouses as compared with the previous year. In no other way can he practically check the competitive comparability of his price structure. Obviously he must have figures which are actually comparable if he is to do a good job.

Yet today he is usually dealing with a business calendar that is so irregular in arrangement and changeable from year to year that it is incapable of producing the comparison he must have, and he reaches conclusions which, except for identical competitive deficiencies, would handicap him irreparably in the job he must get done. Tied in inextricably with shipments is his schedule of deliveries from suppliers. This, too, yields profits in almost direct ratio to his knowledge of past experience.

This accumulation of problems posed for the merchandiser and his buyers is not reserved to them. The Comptroller, the Secretary, the Treasurer and the Office Manager, equally dependent upon comparative statistical reflections, experience similar frustrations. Within their orbits, there is comparable disruption, to the extent that conclusions are distorted, and they face the endless task of rationalizing comparisons which they seldom hold to be convincing.

If this industry approaches a reliance upon adequate operating statistics which I have outlined, then the need surely is for a reliable calendar like the perpetual World Calendar of equal quarters which remains the same year in and year out, with every day and date constantly the same. It would soon become the most treasured tool of the operating executive, who would see in such a reform a means for dynamic realism in his operating conclusions. As a device for strengthening organizational morale, it would have priceless effectiveness to the man who knew the simple fundamentals of sales psychology. In one brief year dividends would accrue so heavily as to invite industry-wide speculation as to why it hadn't been eagerly implemented before.

The "period" in the industry is the "quarter," not the week or the month. Three months is the closest, most practical expression of the "season," which is the real operating period. The best that operating executives can hope to do, restricted as they are by irregular and incomparable days, weeks and months, is personally to know what goes on four times a year, and to do something about it. Any more frequent presentation of figures is Utopian, any less is dangerous. Four quarterly analyses for scientifically equalized periods are ideal. I am for it.

THE CHURCHES FAVOR A FIXED EASTER

By The Reverend Henry Smith Leiper, D.D., Executive Secretary American Section, The Universal Christian Council For Life and Work.

At the Biennial Meeting of the Federal Council of the Churches of Christ in America, Pittsburgh, November 28-30, 1944, two resolutions were passed favoring a fixed Easter for the second Sunday in April. Dr. Leiper's interesting article follows.

MARTIN LUTHER objected to the action of Pope Gregory XIII in taking ten days from the then prevailing calendar in the year 1582, but *not* because of the shift which that made in the measuring of time. Rather he objected because the Gregorian reform failed to fix the wandering date of Easter which varied a total of 35 days in its time of observance. (It still wanders to the same extent!) Luther said: "They should have laid down a special date for [observation of] the Passion, death, and resurrection, just as has been done for Christmas . . . and other feasts which are fixed and not movable, so that everybody might know exactly . . . the dates of Easter and the feasts depending on Easter."

It was not until the eighteenth century that Protestant countries introduced the Gregorian reform: and as late as 1752 the British-American calendar was moved ahead eleven days to bring it into conformity with Continental usage. But Easter was left a wandering date.* Why? The answer is not simple.

Time in general is calculated on the habits of the sun. Easter is still fixed by the phases of the moon. This seeming absurdity once had a sound reasoning behind it. Now it has none save the power of habit and the inflexibility of prejudice. The reason for relating the Easter date to the phases of the moon was not only associated with Passover but also with pilgrims going up to Jerusalem who often wanted to travel by night and only in the light of the full moon was this safe or convenient.

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*Note: It is worth calling attention to the fact that the calendar changes mentioned above —not to mention other earlier ones—completely undermine the argument of those who base their objection to calendar change on the curious notion that there is something sacrosanct about the present calendar and that there is an exact relation between the first day of the week and the first day of creation.

Reasoning on the ground of the necessity of moonlight for pilgrimages is now about on a par with that which urges retention of the present calendar only because of habit in spite of its obvious defects and inconveniences which are accented by the experiences of a shrinking world.

The subject of the present paper, however, is not calendar reform in general. It is rather that of a fixed Easter, which while related to calendar change, does not at the outset involve complete reform.

The average person might well ask—why has nothing been done to correct this obvious defect of the calendar? Much has been attempted. But in the days when there were Roman Emperors of semi-totalitarian type, changes would be ordered and had simply to be accepted. Caesar did this in the year 45 B.C. In 1582 A.D. Gregory did it, as stated above.

Now there is no clear answer to the question of who has the authority to make a change.

Favorable attitudes have clearly developed toward the view that the fixing of Easter is the sole concern of the Churches. The question of general calendar reform is a matter for governments. It is a real gain to have that measure of common agreement.

What Luther wanted to see seemed appreciably nearer a few years ago when the League of Nations was considering the whole question of calendar improvement. Its officers submitted formal inquiries to the Churches and received quite definite intimations that the Churches were overwhelmingly in favor of a fixed date for Easter.

It may be well to review here the evidence for this statement. It was collected in the first instance by the Research Department of the Universal Christian Council on Life and Work under the able direction of Hans Schoenfeld (the department has now become the research department of the World Council of Churches in process of formation and still has the same staff at Geneva).

The Eastern Churches were found to be ready to stand by the action of their Panorthodox Congress of 1923 which supported the fixation of Easter. In the European-Continental Churches an overwhelmingly favorable attitude was revealed towards the proposed change. The British Churches agreed that there were "no fundamental objections" to change, and the non-Roman American Churches, on the basis of a special inquiry conducted by the Federal Council of Churches, were found to be with very few exceptions in favor of a fixed Easter. I shall refer in a moment to the remarkable series of denominational actions which emphasize this agreement.

The Church of Rome in the past agreed that if it were demonstrated that the fixing of the Easter date would be universally beneficial, it was ready to submit the question to an Ecumenical Council.

The American Church position was indicated as strongly supporting the move for a fixed Easter. Twenty-four denominations answered "yes" to the following question: "In the event of some date being agreed upon by official representatives of Catholic, Eastern Orthodox, and Protestant bodies throughout the world as a permanent date for the observance of Easter, do you think that the governing body of your denomination would be likely to make some specific declaration of attitude with reference to the change?" Only three denominations answered "no" and one was doubtful but not opposed.

At least eight denominations went further and by official resolution indicated their willingness to endorse the fixing of Easter on April 8th. Many coupled this action with endorsement likewise of a general calendar reform and the adoption of the proposed World Calendar.

The question therefore arises: why did nothing happen? The answer is quite simple. The League of Nations unfortunately ceased to function effectively and there was—and is—no general clear agreement as to what procedure the Churches should follow. Our own government, for example, took the ground that the fixing of Easter was not within the province of government and left the matter to the initiative of the Churches. The British Parliament endorsed in the Easter Act a fixed Easter and in debate declared it would give general calendar reform sympathetic and serious consideration. But obviously the making of both changes depended upon wider action throughout the world. And such action was not forthcoming.

Even without calendar reform, a simple agreement among the Churches could reduce the wandering period for Easter from thirty-five to seven days. This would fix the time of Easter for the second Sunday in April but would not bring it always on the same date of the month, that being possible only through calendar reform.

Yet even that much-to-be-desired improvement waits upon the devising of some plan whereby the great multitude of denominations throughout the world may act. However, where there is a will there is a way and it seems quite obvious that the will to the stabilization of Easter does exist despite a small amount of opposition based on ignorance and fear of change and despite the usual apathy based on preoccupation with other matters.

With the post-war plans steadily growing, the time may not be far distant for governmental plans to complete the changes contemplated previously by the League of Nations, which will be set forth and will provide a stimulus to action on the part of the Churches. But it would be surely a much more satisfactory procedure were the Churches to take the initiative now in the matter of a fixed Easter. This might be possible if the many national federations or councils of churches were to act on the matter in

the light of the views already so definitely on record as representing their constituent members.

At the recent Biennial Meeting of the Federal Council of the Churches of Christ in America at Pittsburgh in November, two resolutions were passed with overwhelming approval.

The resolution embodying this action reads as follows:

> WHEREAS, a number of religious bodies in the Federal Council's constituency have declared themselves to be in favor of stabilization of the observance of Easter; and scholars generally appear to regard the second Sunday in April as nearest to the date of the resurrection; and the naming of the second Sunday in April seems to be the most practical way to achieve stabilization,
>
> THEREFORE BE IT RESOLVED that we favor plans for the designation of the second Sunday in April as the day for the observance of Easter.

A further resolution was adopted as follows:

> RESOLVED: that the Secretary of the Federal Council of the Churches of Christ in America be instructed to bring the action of this Council to the attention of the American Committee for the World Council of Churches with the suggestion that this question might properly be one in which common agreement and expression among the churches of the world might be sought.

The action of the Federal Council is being communicated to similar bodies in other lands and when it is possible for representatives of the Churches to meet on a world scale it seems not too much to hope that some very definite action may be forthcoming. A representative gathering with such a worthy objective—the fixing of Easter—would contribute to the plans for a better world, and ought to encourage and inspire the people to a greater spiritual unity.

COMMITTEE FORMED IN PUERTO RICO

INDICATIVE of the continued interest in calendar reform in Latin America is the formation of The World Calendar committee in Puerto Rico. Dr. Manuel M. Morillo, Consul General of the Dominican Republic in San Juan, has accepted the chairmanship and he has enlisted the cooperation of Señor Miguel Meléndez Muñoz, a publicist who is President of the Ateneo of Puerto Rico, and that of Licenciado José S. Alegría, Director of the magazine, *Puerto Rico Ilustrado.* Señor Alegría is also President of the Press Association of Puerto Rico.

"We are fortunate indeed to have three such prominent and enthusiastic members representing The World Calendar in San Juan," said Miss Elisabeth Achelis, President of The World Calendar Association.

YESTERDAY'S ADVERTISING FIGURES TAKE ON NEW MEANING WITH WORLD CALENDAR

***By Daniel E. Provost, National Advertising Manager,* New York Herald Tribune**

Dan Provost knows the advertising business from both sides of the desk. Appointed National Advertising Manager in 1935, after two years as Advertising Manager of the Rotogravure Section, Mr. Provost had previously spent six years with this department of* The New York Times. *He had earlier been an account executive with McCann Erickson Inc., going to that agency after having been Vice President of McKenney and Taylor Advertising Agency.

THE advertising director of a metropolitan newspaper should by all rights have eyes in the back of his head. It would not hamper any and might help a lot if the executive's head was on a swivel, because there is the constant need to look back at the past performances while looking ahead at plans in the making.

It seems to be axiomatic that a publisher, in using yesterday's figures as a yardstick, almost invariably forgets about them and is absent-mindedly interested in today's linage figures. Yesterday's high totals become only the basis for tomorrow's greater goal. Yet these figures are likely to be erroneous. A holiday, a fifth Friday or Saturday may give a completely irrelevant picture of the volume for yesterday, last week, last month, or the corresponding period last year. The calendar we use today is the bane of every advertising director and newspaper publisher. It is a system of guesses, changing from year to year, from month to month and from week to week.

It is not only that a newspaper's linage figures are available to everyone, competitor and prospective advertiser alike, but publishers also have a pride in their paper's growth that far exceeds the selfish desire for greater money volume.

I have never been able to decide whether circulation or increased advertising comes first in their estimation. It is rather like the case of the egg

and the chicken. If you don't have circulation for your newspaper, you cannot hope to get your share of advertising space. And, if you do not have advertising, the reading public, entirely untutored in the intricacies of the newspaper business, in some way senses that fact and rates your paper as an "also ran." That is probably because good modern advertising copy is so informative that it too becomes news to the reader.

In the newspaper advertising business so much depends on past performances, and so much of the past is leavened by plans of the advertisers for the future. It is not enough to grab eagerly at the morning paper to see what your own sales people have missed, and to send them posthaste to the advertising agency or the client to tell those hard-to-convince people why your paper should be added to the list. If you expect to see your advertising linage grow, you have to know about the campaign before the chicken is hatched. In the ideal situation, your people should be a part of the agency-client planning. The good salesman makes himself so surely a part of the client's business that instinctively he and his publication become necessary to the plans the sales manager and his advertising staff are formulating.

An advertising director of a metropolitan newspaper has two basic sales objectives. The first is the local advertiser and the second is the national advertiser. These prospective advertisers want to know what kind of people read your paper, their economic status, where they live, their buying habits, and how many people there are in the various groupings of circulation.

The well-edited paper is directed editorially toward a given market. Usually this is not deliberate but springs from the editorial policy, the personal ambitions, and ideology of the publisher himself. This audience, once determined, can be analyzed and assayed as definitely and as coldly and as surely as a scientist develops the worth of a product in which he is interested. It has become the task of the space salesman to interpret this reading audience, its ability to buy and its tastes in terms of a potential market for the products of the advertiser.

A national account is almost always handled by an advertising agency. The sales and advertising manager of a manufacturer or wholesaler lays out his plans, discusses objectives and his expenditures with his advertising agency. The agency executive enlists the aid of his merchandising assistants, the copy chief and the art director. Plans having been roughed out, the media director, known as a space buyer, is invited into the conference. Armed with the details, he goes into his office, sits down and makes out what is known as a "list."

This list includes the newspapers, billboards or magazines, either national or sectional in their circulation, which his experience and his

knowledge tell him reach the people who are likely to have the desire and the money to buy the product to be advertised.

When this preliminary schedule has been made up it is submitted to the client. Here, too, the newspaper representative should have done no little spade work with both the sales manager and the advertising manager. The newspaper advertising director, whose solicitors have not covered an account well, is definitely back of the eight ball when his first knowledge of a large advertising campaign comes from seeing it running in a competitor's newspaper. In this instance there is only one thing to do. That is, make a hurried call on the agency space buyer or the sales manager and try to sell those executives on letting you jump on the bandwagon too.

This means hard sledding, because money has been appropriated, plans have been made, broadsides have been published, wholesalers have been informed, and retail outlets have been sold on a certain schedule of advertising in their respective fields.

So you can see, the intricacies of space selling, timing and planning, become problem number one in a newspaper advertising manager's office.

Add to this involved sales strategy the fact that every local and national schedule varies not only in size but also in date of insertion, not only by the month and by the week, but by the year, and you can recognize how a calendar that constantly changes heaps a load of work on everybody concerned. No advertiser likes to buy space the day before or upon a holiday. In 1942, when Christmas fell on Friday, there was no precedent. Few executives knew what kind of paper to plan for on Saturday, the day following. Stores were checked and it was found that some planned to open their places of business on Saturday. Others were going to remain closed. It was a foregone conclusion that the national advertisers, orthodox as they are, had no intention of running space on that dead day.

As a consequence, I think there is no doubt but what practically every newspaper had a small, non-profitable Saturday edition. It is true we could have referred to our records of six years back when a similar calendar condition arose, but conditions in 1936 differed greatly from those in 1942. Really there were no actual precedents to follow.

Had we been operating our newspapers under the steady and ordered World Calendar plan, we would have known what to expect and what to plan for. As a matter of fact, Christmas would always fall on Monday, December 25, under The World Calendar plan, and once having a precedent to follow, we could anticipate all of the intricacies that go to make up our advertising sales problem.

But it is not alone in planning your paper and in anticipating your linage and your circulation that The World Calendar of 12 months and equal

quarters would assist so greatly. It would halve the time spent in your relationship with the agency and the client.

As conditions obtain today, with the wandering holidays, the fluctuating week-ends, and the ever-changing days and dates, an advertising agency must "tailor-make" its schedules practically month by month. No food manufacturer wants to run food advertising in the Thursday afternoon paper when the reader will have no opportunity to buy on the following days because a holiday had closed the outlets. Not only the sales manager of a manufacturing concern, the space buyer of an advertising agency, but also those who direct the sale of newspaper space to these national vendors, must establish their linage totals by a calendar that varies month by month.

Publishers always set their sights high. In reviewing last month's linage figures and comparing them with the same period last year, I have found that they almost inevitably forget, when linage totals decrease, that somewhere a holiday has slipped in to lessen the volume and make the month's record unenviable.

Even a newspaper advertising director may forget about that holiday and unwittingly appear to have fallen down miserably. It is quite logical to believe that had the holiday been a normal day the month's volume would have exceeded that of last year.

The same thing holds good in comparing local advertising linage, except that local advertising, as a rule, is planned much closer to the deadline than is the national advertising campaign. Local advertising in special departments of a newspaper, such as real estate, amusement, automobile (in peace times) and others, is affected seriously when week-end holidays fall in the Gregorian present-day calendar.

It is an adage in the newspaper business that a local schedule that has been cut because of some holiday is linage over the dam. It is volume that is rarely regained.

If we could operate under The World Calendar plan, where every day and date remains the same, the advertising manager of a national concern, his sales manager, the space buyer at the agency, and the agency account executive, when a schedule for one month has been made, could use the framework of that carefully worked out schedule year after year, varying only as conditions dictated—without varying calendar influences.

I have known of as many as 26 people in an advertising agency to work steadily all day and all night revising a soap schedule affecting more than 800 newspapers. The revision was made necessary because someone had failed to anticipate a holiday that crept into the calendar.

This extra work and costly effort was not limited to the advertising agency and its personnel. It rippled its way through the office of the news-

paper advertising representative, through the office of the newspaper advertising director, and even back in the composing room and on to the make-up forms.

Cancellations are not only disconcerting, they not only disrupt plans carefully made, but they are extremely costly all along the line, from the time the changes are telephoned to the agency until after the cancellations and the revised schedules are wired to the newspapers and the changes are made there.

The sale of newspaper space is highly competitive. To add to these problems, the sales director has those headaches occasioned often by a calendar that continually wavers and varies. This many times makes comparison of present with past business difficult because newspaper linage fluctuates from day to day. Sundays are large volume days, Mondays are usually light, and there is a tendency for food advertising, as an example, to run heavier on Thursday and Friday in order to be more closely timed to week-end buying. Because the corresponding months of the previous year did not start on the same day of the week, you have to make allowances for these day-to-day variations in volume. They are most pronounced when a month contains four Sundays whereas there were five the year before.

Because it would remove this bugbear, establish precedents, make periods properly comparable, and generally bring better order for all, I, along with many other people in the newspaper business and the advertising agency field, cannot help but endorse the principles of a stable calendar of 12 months and equal quarters.

Its regular arrangement of 31-30-30 days in the months and its one or two new World Holidays—the 365th Year-End Day every year and the occasional 366th Leap-Year Day in midsummer in leap years—are the fundamentals of this ordered and regular World Calendar. The favorable verdict of acceptance is but a foregone conclusion.

OBITUARY NOTE

LIEUTENANT COLONEL CHARLES T. GWYNNE, former Executive Vice President of the New York State Chamber of Commerce, died in Kingston, January 31, 1945. Colonel Gwynne was 70 years old. In 1939, his associates marked the forty-fifth year of his service as an executive with the New York State Chamber of Commerce as "the longest continuous association of any official or employee with any Chamber of Commerce in the country."

It was while Colonel Gwynne was Executive Vice President of the State organization that that group went on record as approving The World Calendar of 12 months and equal quarters.

THREE WORLD CALENDAR ADVOCATES FROM THREE NATIONS TAKEN BY DEATH

THREE outstanding leaders, each in their own field, representing three different nations and all ardent supporters of The World Calendar, have died in the past nine months. Information concerning the death of Eduard Hofmeister, a member of the official Swiss Committee on Calendar Reform, was delayed due to wartime communication problems. Lord Desborough has many times been termed the Father of Calendar Reform in England. The Reverend Mother Grace Cowardin Dammann, President of Manhattanville College of the Sacred Heart, was one of the American Catholic leaders in the educational field who have given their support to calendar reform.

EDUARD HOFMEISTER

Eduard Hofmeister, member of the official Swiss Committee on Calendar Reform, and a Swiss delegate to the International Conference in Geneva, October 1931, died July 16, 1944. A brief note from Professor Emile Marchand, President of the present Swiss Committee, brought this lamentable information to the Association.

In Mr. Hofmeister's death the cause of calendar reform has lost a valued friend and supporter of the movement to bring to the world a new calendar, appropriate and in keeping with present conditions. He was an enthusiastic and constant advocate and a student of the subject over a long period of time. He has been quoted in our *Journal* as saying:

"In our little country and with our democratic people, the decisive question is this: Which type of calendar reform will be suitable and acceptable to the public at large? And the answer will always be, the 12-month plan—because the 13-month proposal would upset old-established customs and habits."

In a brochure, *Calendar Reform*, Zurich, April 20, 1934, by Professor Marchand and Mr. Hofmeister, in which is described briefly the steps of the movement for calendar reform and the proposal for a perpetual 12-month equal-quarter calendar adopted by the Swiss Committee, it is interesting to note the following:

"A calendar is a secular institution which should be useful to all circles, and acceptable to all nations. Any circles or corporations desiring to use

their own calendar for special purposes (religious, statistical, etc.), besides the official one, may do so."

We take this means, because of the difficulties of communication by mail at the present time, to extend to Mr. Hofmeister's family and his many friends the sincere and understanding sympathy of The World Calendar Association, and to express to the Swiss Committee on Calendar Reform our deep sense of loss in the passing of their former able, faithful and loyal associate.

RIGHT HONORABLE LORD DESBOROUGH

Lord Desborough, William Henry Grenfell, Father of Calendar Reform in England and the outstanding leader and supporter of the Fixed Easter, died at his home in Panshanger Park, Hertfordshire, January 9, 1945, at the age of 89. The World Calendar Association has lost a very good friend and supporter, who was for many years a member of the Foreign Advisory Committee.

Lord Desborough was internationally known for his exploits in the sporting field, having been President of the Amateur Athletic Association; he was also Chairman of the Thames Conservancy Board on which he served for 32 years and was a former President of the Federation of Chambers of Commerce of the British Empire. He was Chairman of the English Branch of The Pilgrims, was Honorary Fellow, Balliol College, Oxford, and President and Chairman of the distinguished Bath Club in London. As a member of the House of Lords, he wielded influence, and his wife, Lady Ethel, was Lady-in-Waiting to Queen Mary.

More detailed information on this public spirited man, internationally known and respected by all, can be had in an article, "Desborough's Leadership," which appeared in the *Journal of Calendar Reform*, Volume 6, pages 21-24. This volume also contains a very delightful photograph of Lord Desborough in the garden with his dog. It is interesting that he entered Parliament in 1880 as a Liberal and returned many years later as a Conservative. He was raised to the peerage in 1905. In the first World War he experienced the loss of two sons and his remaining son was tragically killed in an automobile accident in 1926, leaving no successor to the peerage.

His interest in calendar reform never wavered from the time he first learned of the movement in Switzerland and Germany, prior to the first World War. This interest he continued in Parliament as early as 1920-1921. He successfully sponsored The Easter Act in 1928. And more recently, in 1936, on March 4, he took an active part in a debate on calendar reform in the British House of Lords. His closing words were: "We can only hope that some agreement may be reached before then, so that this long needed

reform of the calendar and the stabilization of Easter may be introduced, to the great advantage of the World, in 1939."

The influence of Lord Desborough's sterling character and noble qualities endeared him not only to all Britishers but to all who met him; and The World Calendar Association always felt deeply honored in having won his whole-hearted friendship and support. The President of the Association, Miss Achelis, frequently corresponded with Lord Desborough and this resulted in a warm friendship of mutual respect that was very delightful.

REVEREND MOTHER GRACE COWARDIN DAMMANN

After more than 50 years devoted to religious and educational work, during which time she became one of the leading Catholic educators among women in the United States, the Reverend Mother Grace Cowardin Dammann, President of the Manhattanville College of the Sacred Heart, died February 13, 1945, at the age of 72.

Mother Dammann was born in Baltimore and studied in that city, Albany, London and Rome, and was known internationally for her active interest in educational and inter-racial questions. She was eagerly sought after as a speaker and was a member of the National Education Association, the National Rural Life Conference, the Catholic Association for International Peace, the National Conference of Christians and Jews, the Catholic Art Association, and The World Calendar Association.

In a letter to Miss Achelis, President of The World Calendar Association, only last year, she wrote: "Thank you so much for your . . . very interesting address which you gave before the Royal Astronomical Society of Canada. It is a very cogent and lucid presentation of the whole question of the reform of the calendar. The opportunity for the change . . . is a very happy one and I hope very much that the spirit of brotherhood will be expressed and furthered by the adoption of the new calendar. I have followed for a number of years with great interest the movement of which you are the dynamic and enthusiastic soul."

"In the death of Mother Dammann the Church has lost a great leader, the world has lost a great educator, and we have lost a good friend," said Miss Achelis.

A STREAMLINE CALENDAR FOR STREAMLINE RAILWAYS

By Edward F. Flynn

Edward F. Flynn is an executive of the Great Northern Railway Company with the title of Assistant to the Vice President and General Counsel. For more than 21 years he has done public relations work for his company and has made upwards of 3600 addresses. Most of these deal with railway, current and scientific subjects. Mr. Flynn is a Past Governor and Past Director of Rotary International, Past President of the Commercial Law League of America. He was National Commissioner of Uniform State Laws for North Dakota in 1922-23, is a graduate of the Law Department of the University of Minnesota.

AMERICA'S railroads are planning to face the stiffest competition in their history, when war ends, by low cost fares, more frequent schedules, high speeds and a maximum of comfort.

These facts were brought out by a survey of "Railway Passenger Transportation" (its war and postwar phases) recently made under the direction of *Railway Age,* and the results indicate that those operating the railroads of America are not going to take passenger car, bus or airplane competition lying down. A number of these executives admit that passenger car competition and competition from buses on short hauls have gained in passenger volume due, in part, to their neglect of the short-haul passenger. All this will be changed, these executives say, in the postwar period.

They are going to cut fares, streamline the coaches, speed up schedules, increase train-running time, and cater to the passenger. One railroad executive was frank to say that it would be necessary to maintain an average speed of 70 miles an hour on long trips, but he pointed out that this would not be impossible or impractical when it is reckoned that some of today's heavy passenger trains have a maximum of 100 miles an hour. He said: "I am an ardent advocate of lightweight equipment and we certainly will have to use it in the postwar period unless we wish to be forced out

of the passenger business entirely. To compete properly with the airlines, we shall have to run special trains of high speed, lightweight rolling stock, for mail and express alone, and a fleet of streamliners for passengers."

"On this basis," he continued, "we could schedule such a fleet with no consideration other than the passenger's convenience in mind. The public reception of the streamliners has convinced us that the coach type streamlined train is the most effective means of meeting highway competition."

We streamline our trains, use the latest kind of motive power and equipment, all at a large initial cost in dollars, while we overlook the fact that to become really streamlined we must make effective the new and stable World Calendar. This can be done with no cost or trouble to the railways, but The World Calendar needs the support of the railways because they are one of the country's largest and most important industries. In no other business does the adoption of The World Calendar offer so many savings, conveniences and improvements as in the railway industry.

In discussing the competition of the airplane, the bus, and the private automobile, another transportation executive said: "We are not particularly worried about airplane competition in the postwar period. I look for much more difficult and vexing competition from the private automobile. We have proved in specific instances that we can compete with the private automobile on a profitable basis. By an extension of these means in the postwar period, we are confident that we shall be able to continue to supply the mass passenger transportation of which only the railroads are capable. The planes, the buses, and the privately owned automobile will make some inroads to be sure. But on the whole, I am confident we can hold our own in the postwar period."

Commissioner Robert Moses, New York's forthright Park Commissioner, emphasizes the fact that most of our travel originates and ends in cities, and that when we bypass cities we simply duck around the entire problem and thrust it upon the crowded communities which cannot meet it without help. Standards for ordinary streets, county highways and secondary roads are fairly well established. It is, Commissioner Moses emphasizes, the congested urban and suburban main artery that requires our clearest thinking and best judgment. And only rail lines can adequately serve these congested areas.

The average transportation man is not too much worried about the loss of passenger traffic. Almost without exception he seems to feel that the soldiers, sailors, marines, the wives and relatives now riding the trains, represent an excellent potential source of passenger revenue. A very much greater travel market is being built up now than during the last war.

An informal, cursory check-up was made recently on several passenger trains of the coach type. It was found that more than 32 per cent of the

passengers had never ridden on any type of railroad train prior to one year ago. Seventy per cent had never eaten on a train prior to that time, and 80 per cent had never been in a Pullman berth.

It can be readily seen that these people, traveling under wartime difficulties, when coaches are more congested than at any time in the history of railroading, will use, when offered, fast, low-priced, comfortable frequent travel service when provided after the war is ended.

Then, too, an educational factor enters into the picture. Boys, who until a year ago had never been further away from home than the state border, find themselves in San Francisco, Chicago, New York, or even London and Cairo. They are intrigued by the pastures on the other side of the fence and have been inoculated with the travel bug. This will be an added incentive to travel and adds a greater potential to the railway's postwar passenger list.

It all adds up to this, that the railroads are thinking about passengers now, the former passengers and the future passengers and those they are determined to hold. And apparently the more efficiently they operate the more will the public benefit.

It is unfair for state and federal governments to subsidize highway, water and air transportation by turning over free to these railway competitors certain facilities either untaxed or only partly taxed, while the railways who wish no subsidies must provide at their own cost and expense their right of way, track and other facilities and pay excessive taxes on them.

If these objectives—lower fares and rates, shorter schedules, greater comfort and adequate return on investments—are to be achieved, the railroads must operate with even greater efficiency than they are operating at this time. There seems to be no chance for many years to come, in the opinion of the majority of financial men, that corporate taxes will be lowered. Nor will labor costs be decreased. Consequently, faced with passenger competition in the air, by bus and private car, faced with competition for freight haulage by trucks, and waterways, the American postwar railroad is planning even now to cut corners. The savings in no instance will be great, but the accumulative volume will help lessen the load to be carried and permit capital to be diverted toward avenues that promise better service and consequently greater business volume.

For more than a year, studies on the points mentioned have been under way. Management and labor have cooperated in this search for greater operational efficiency. I, for one, can see how The World Calendar of 12 months and equal quarters, with its definiteness and never-changing form, can contribute materially to increase the efficiency of many departments in railway operation, thereby effecting savings to a marked degree.

A calendar that stays put, with every day and date the same, free from wandering holidays, would make the operation of the railroad easier. Definite plans could be made and precedents once established could be continued with slight revision. The savings in the advertising department should be substantial, not only in printing alone, but in the matter of frequently changed time-tables and in money spent for other printed matter necessary to encourage vacational and seasonal travel.

A stable calendar of 12 months and equal quarters, it seems to me, would be a great saver in railway accounting, in anticipating the making up of trains, in planning the proper allocation of rolling stock, and in the efficient diversion of help.

No one but a seasoned railroad man can know the hectic hours in all departments occasioned by an unusually heavy week-end. Today, there are few precedents. A holiday falling on Wednesday means that a certain number of train sections will be needed. A week-end holiday may call for even greater facilities than the same holiday last year. As an example: No one knew what to expect travelwise last Thanksgiving. Rolling stock was assembled in greater numbers than was needed, because, to everyone's surprise, Thanksgiving travel in 1943 was unusually light, considering the number of men on furlough, while it was excessively high during the Memorial and Independence holidays.

If the railroads had a perpetual calendar which could be depended upon, it would not be long before the records of the previous year could become rules of thumb upon which to base the plans of this year. Weather, special events and unanticipated conditions, of course, would cause slight fluctuations. But, speaking broadly, there would be at least a mark at which to shoot.

In railway law departments, attorneys will know the exact and definite date of the opening of a term of court either locally, or in the highest state or federal courts. These attorneys will not have to fumble about to find out when comes the "first Tuesday after the first Monday" of a certain month, as they do at present.

And in the tax departments of railways the same rule will apply as to dates of meetings of county commissioners and other taxing bodies.

There is not sufficient space to point out all the advantages of this perpetual calendar as it affects the various intricate operations of the transportation business. It makes periods comparable and when you have an opportunity for comparison you are better qualified to make plans for today. The World Calendar becomes a yardstick by which today's accomplishments and tomorrow's plans can be measured against those of a similar period at some prior date.

CONSIDER THE CALENDAR

By Dr. Bhola D. Panth

***Reviewed by David Dietz, Science Editor of the* Scripps-Howard Newspapers.**

***David Dietz is the science editor of the Scripps-Howard Newspapers and has written a daily column on the subject of science since 1923. He is also lecturer in general science at Western Reserve University. In 1937 he won the Pulitzer Prize in Journalism. He is the author of two books,* The Story of Science *and* Medical Magic.**

I WISH I had the genius to persuade all those who see these words to read Bhola D. Panth's *Consider the Calendar*. Packed full of fascinating information, written in lucid English, and advocating a useful reform, this book is in the best tradition of what James Harvey Robinson called "the humanization of knowledge."

Some time ago, in cooperation with Professor Clyde Miller, The World Calendar Association established a fellowship at Teachers College of Columbia University for the writing of a monograph on calendars. The happy result of that arrangement is Dr. Panth's book. It is published by the Bureau of Publications of Teachers College, Columbia University.

In his own *The Mind in the Making,* Professor Robinson made it clear that the value of historical knowledge was in its usefulness as a guide to the future. History is more than a catalogue of tradition which in itself becomes a stumbling block to progress. It is an understanding of how and why traditions took form so that they become stepping stones to future progress. Dr. Panth has written such an illuminating and useful study of the calendar.

In addition to giving the reader a new understanding of the truly amazing history of the calendar, it should convince him of the wisdom of the reform of the calendar urged by The World Calendar Association.

The story of the calendar is part of the story of mankind and like the story of all civilization it is an ironic commentary on human nature. It leaves one marvelling at why human behavior is always such a curious mixture, now wise, now foolish, now making tremendous discoveries by

pioneer daring, now clinging to outworn notions with obstinate stubbornness.

The origin of the calendar is lost in the mists that surround the dawn of history and so Dr. Panth's story begins with the ancient Egyptians and Babylonians. The calendar, as he points out, became vital to man as soon as he settled on the land and began to farm and tend herds. But making a satisfactory calendar was not easy and, as The World Calendar Association maintains, mankind has not yet adopted one that is satisfactory in every respect.

The rising and setting of the sun, dividing time into day and night, must have impressed itself upon the caveman at an early date in prehistoric times. We have no way of knowing when he first connected the waxing and the waning of the moon with the regular passage of a given number of days, but we do know that the first calendars to appear are all based on observation of the moon's behavior.

But such a calendar, based upon the moon alone, is satisfactory only to a wandering, nomadic people, for it is entirely divorced from the solar year and therefore from the seasons. Such an important event as the first day of spring will, in a long enough period of years, occupy every date in such a lunar calendar from the first day of the year to the last.

But life in Egypt was dependent upon the annual flood of the Nile and so at an early date it was necessary for the Egyptians to learn when to expect it.

Their astronomers learned to correlate the rising of the Nile with the heliacal rising of the dog-star Sirius, that is, the appearance of the star on the eastern horizon at the time of sunrise. As a result, the Egyptians adopted a solar calendar in which the heliacal rising of Sirius was the first day of the year. According to the late James Henry Breasted, this first known solar calendar began in 4236 B.C. The date should interest us, for our own calendar today is a direct descendent of this ancient Egyptian calendar.

This original Egyptian calendar had 12 months of 30 days each, making a total of 360 days. Five more days, dedicated to the gods and known as "epagomenal days," were added at the end of the year, making a total of 365.

But the solar year is not exactly 365 days long and so this calendar got further and further out of step with the seasons with the passage of time. By studying the situation, the Egyptian astronomers came to the conclusion that the solar year was 365¼ days long.

"The astronomers attempted to introduce necessary reforms to bring the calendar up to date." Dr. Panth writes. "But the authoritarian priests

were powerfully established and, considering the calendar as their peculiarly private preserve, resented any trespass."

The struggle went on until 238 B.C. when by the Decree of Canopus, King Ptolemy III added a day to every fourth year, the origin of our leap year.

As Dr. Panth points out, the difficulties faced by all calendar makers grow out of the fact that they must deal with three phenomena which bear no simple arithmetical relationship to each other, namely the time in which the earth rotates on its axis, the time in which the moon revolves around the earth, and the time in which the earth goes around the sun.

"How very accommodating the earth would be, were it to rotate on its axis exactly 360 times in making one revolution around the sun," he writes. "And if the moon, too, were to accommodate us and follow this salutary example by regulating its speed so that it would complete one circuit around the earth in exactly thirty days, we could indeed have a perfect calendar, a month of exactly thirty days and a year of twelve equal months."

In addition to the historical review of our own calendar, Dr. Panth gives us a detailed study of three basic calendar concepts, the purely lunar calendar, the purely solar calendar, and the combination of the two, the luni-solar calendar. He concludes his monograph with an analysis of proposed improvements in our present calendar.

Incidentally, the tendency of some persons to resent changes in our present calendar will be lessened, I am sure, by careful reading of the changes that have already taken place in our calendar, starting with the days of Julius Caesar.

Dr. Panth has made a distinguished contribution to the history of science and the history of civilization and I can only hope that his monograph will receive the audience which it deserves.

ODE TO A KINDLIER DOZEN

From Hood's Anacreontic for the New Year, *and reprinted from* The Sower, *Christian Temple, Baltimore, Md., January 7, 1945*

"And ye, who have met with Adversity's blast,
And been bowed to the earth by its fury;
To whom the Twelve Months that have recently passed
Were as harsh as a prejudiced jury—
Still, fill to the Future! and join in our chime,
The regrets of remembrance to cozen,
And having obtained a New Trial of Time,
Shout in hopes of a kindlier dozen."

ARTIST AGENT SEES CLARIFICATION IN NEW CALENDAR PLAN

By Clark H. Getts, Professional Manager and Artist Representative as told to Ralph Coniston, War Correspondent, Netherlands Indies News Agency

ONE of the greatest disappointments of my career was caused by the calendar. Let me add that it also was one of the most costly, costly not only in cash but in losing the pleasure of managing one of the world's greatest statesmen of all times.

In 1938 Winston Churchill was planning a lecture tour of this country under our management. He was very anxious to make the tour, for he considered it his duty to awaken the world to the Nazi menace. His principal duty, however, he felt was in Parliament, where he was, at that time, not Prime Minister but the chief critic of his own party's foreign policy. There was one period when he believed he could be spared from his role of watchdog for Britain.

That period, unfortunately, became impossible for the purpose of lecturing, one of the primary causes being that the period which Mr. Churchill had available for his tour was heavily interlarded not only with week-ends but with holidays falling in the middle of the week.

The job of a professional manager is not only to arrange occasional dates for speaking engagements but also to book a series of dates so grouped that, figuratively speaking, one railway ticket will take care of the entire tour. This, of course, is somewhat of an exaggeration, but only slightly so. Travel, living expenses and other overhead on a tour run so high that an almost uninterrupted series of closely integrated engagements is essential for financial practicability.

While ordinary entertainment, such as the theater and sporting events, enjoys the greatest audiences on holidays and week-ends, the same does not always hold true for speaking engagements. It is an old American custom to pick week-ends and holidays for picnics, short pleasure trips, the theater or flocking to ball parks and race tracks. Except where there is an

organized audience such as a church, forum or such, week-end dates are limited.

Mr. Churchill was obliged to postpone his tour. Another opportunity has never arisen, for the political developments which elevated him to the prime ministership followed.

I shall explain more in detail the exact obligations of a professional manager to his clients. His is the responsibility of arranging series of personal appearances which will be both profitable and pleasant. If his tours fail in one respect or the other, he soon has no clients. Further, if a tour is not profitable for the client, it rarely can be profitable for the manager, as his overhead is also tremendous.

I represent a most varied group of people, ranging from Dale Carnegie of "How to Make Friends and Influence People" fame to Carola Goya, the celebrated Spanish dancer, and including such figures as Arthur Garfield Hays, liberal attorney, John T. Flynn, economist and editor, Igor Sikorsky, airplane designer, C. J. Hambro, Norwegian statesman, Osa Johnson, the "First Lady of Exploration," and many others.

It is my job, when planning a tour, to see to it that these people are booked for as many temporally successive and geographically consecutive engagements as is possible. From this it can be understood that the task of planning a tour is a painstaking one. There cannot be long layovers, there can be little doubling back. The tour must be one of progressive engagements, carrying the lecturer around the country by short stages and so arranged if possible that the final speaking date finds him within easy range of his own home.

An irregular calendar, such as the Gregorian which we use, often works not only inconvenience, but actual hardship in my profession. More than once I have made contracts for my clients, forgetting that nearby holidays did not fall on the same day of the week as in the preceding year and that as a result the series could not be profitable. Fortunately, in most cases it was possible to change arrangements, but even so the loss of time and effort was there.

One of my greatest concerns in arranging the tour of Robert Boothby, English parliamentary leader, who will appear for us this season, has been to avoid the calamities of the calendar, for Mr. Boothby can spare only two months; and, if the period selected is irregular, the tour's financial benefits may easily be lost, what with the tremendous overhead involved.

The lecture season is a short one, generally beginning about November 1 and ending around April 30, although there has been a growing tendency in recent years to expand it into October at one end and into May and even early June on the other. Due to our inconstant calendar no two years are

alike, and a season that is particularly riddled with irregular middle-of-the-week holidays may be most disappointing in its consequences.

It must also be remembered that few personalities can spare the entire lecture season from their regular occupations. Lecturing is now seldom a full-time vocation but tends to be an avocation, with the speaker's main interest in some other field. This, in fact, is what makes him interesting to the audience—that he comes with a special authority from some such pursuit. As a result they must figure and contrive in order to select a convenient period.

An extreme case of this sort was that of the late Raymond Clapper, renowned as one of America's most level-headed, down-to-earth columnists. Mr. Clapper, whom I represented until his untimely death in the South Seas, liked to go on tour, not merely for the sake of lecturing itself, but because he felt it necessary to meet as many people as possible, keeping in touch with national thinking in order to use it as a background against which to judge legislative or political events. At the same time, as his column was issued under a Washington date-line, it was difficult for him to get away from the Capital for extended periods. A month was just about the limit, and more than once we found that the period that Mr. Clapper could safely take away from the national scene in Washington was useless for a tour because of holidays and other bad dates, which would mean time wasted idling in hotel rooms instead of speaking.

The holiday bugaboo is always with me. I know of only two instances of really successful holiday speaking engagements. Once Amelia Earhart filled one of the most satisfactory engagements of her tragically cut-off career on a Thanksgiving Day in Buffalo. And Osa Johnson spoke before one of her largest audiences in New York City the day after Christmas. Both of these, however, were unusual, and—in my profession—border on the inexplicable.

On the other hand, Osa Johnson when planning an extended tour of the West had to postpone it for an entire year because of week-ends and holidays.

The problem becomes particularly acute when the client involved is taking time off from his or her regular profession in order to make a tour, and consequently must replace ordinary income with earnings which are at least somewhat equivalent.

With people such as Conrad Nagel and Virginia Sale, both of the movies, practically solid bookings every week are necessary, and naturally this is impossible if holidays break in.

In cases like these the task of fitting the jigsaw pieces of their time and a speaking schedule into an itinerary which will make it worth their while to leave New York or Hollywood is a headache of real magnitude. In fact,

Shirley Temple, for whom I proposed to arrange a series of personal appearances, could not go through with the plan because the demands of her combined studio and school schedules made it impossible to find a period which was appropriate.

As lecture fees range roughly from $100 to $500 an appearance, steadily booked dates unbroken by added holidays are necessary if overhead and expenses are not to eat up the margin left.

I have been in this work as professional manager for a long time—ever since I was in college, in fact, for I earned my way by a job for the Chautauqua organization. Most of my experience has been in the lecture field, but I also was engaged in music, booking such persons and attractions as Paderewski, Rachmaninoff and the Ballet Russe. More than once I have forgotten that an otherwise suitable week was broken by, say Columbus Day, Armistice Day or others, where observances would interfere with lecture attendance. This meant not only no fee for an appearance that day, but the loss of expenses during the layover, and quite possibly a deficit instead of a profit for the week.

These problems are particularly crucial for people like Francis Vivian Drake, writer, radio commentator and aviation expert, and Max Werner, military and political analyst, who must constantly be mindful of the deadlines for their writings. More than once we have thought we were all set for a tour when suddenly—Pop! there was a holiday we had temporarily overlooked.

So it can readily be seen that from an economic standpoint and from a standpoint of efficiency and ease of mind, there are great advantages in the perpetual World Calendar with its 12 months and its equal quarters.

To know that Christmas will always come on Monday, December 25; Thanksgiving on Thursday, November 23; Labor Day on Monday, September 4; and in all probability the combined presidential birthdays on the week-end of Saturday, February 11* (Washington's); Sunday, February 12, and celebrated Monday the 13th (Lincoln's), shows at a glance the many advantages the steady and ordered World Calendar will bring into our many activities and even life itself.

I can picture one of these perpetual calendars under the glass top of my desk, where I could refer to it along with an itinerary from the year before and know almost instantly what days and dates were propitious.

The vagaries of our present time-plan produce so many difficulties that I look forward to the day when my work may be simplified by the general adoption of a calendar wherein every day and date remains the same year in and year out.

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*EDITOR'S NOTE: It is suggested that Washington's Birthday, February 22, be transferred to February 11 in The World Calendar, returning to the original date of his birth.

WARTIME HEALTH CALLS FOR A REGULAR CALENDAR

By Dr. Herman Goodman

Herman Goodman, M.D., of New York City, is a practicing dermatologist and consultant in cosmetology. He has reported his case histories encountered in various parts of the world. During the first part of World War I, Dr. Goodman served as Officer in Charge of Venereal Disease Control with the Armed Forces stationed at Puerto Rico, Panama and Eastern Department of the United States Army. He has held many posts with civilian teaching institutions and hospitals.

THE physician in wartime civilian practice has a larger gross income, takes care of more patients and does as good if not a better job than prior to the war. According to published government figures, the practitioner's average income in 1941 was $5,047. In 1943, the average income was $7,900. The death rate in the United States in 1942 was 10.4 per thousand, the lowest figure, incidentally, in recorded medical history. Yet, in 1943, despite community dislocations, crowded conditions of housing, war work and the attendant increase in industrial accidents, the death rate was only seven-tenths of 1 per cent above the 1942 figure.

An increase in practice of one-third to one-half by the decreased number of civilian physicians requires a great deal of careful planning for adequate diagnosis and treatment. Fewer and fewer doctors are serving more and more patients. Treatments must be administered at regular intervals; patients must be hospitalized at a future date; obstetrical cases must be anticipated. All call for careful planning. If care is not exercised, the already overworked physician may find his waiting room crowded and his appointment book cluttered on three days, and a dearth of patients on four days of the same week.

Obviously, the calendar plays an important role in this meticulous planning. The calendar should be the best, the very best timing instrument. The present planless calendar all to often plays capricious tricks upon an already harassed and overworked doctor, and his patients.

One example of the need for planning is offered. The eight major hospitals in Los Angeles recently had a waiting list of 6,000. Throughout the nation, the major hospitals are filled to 90 per cent of capacity, an unhappy condition for the hospital superintendent because insufficient beds are available for emergency cases. Some doctors are delaying "non-urgent" hospitalization. Patients with varicose veins, mild hernias, and chronic tonsilitis are urged to postpone operations until a later date.

Not a few doctors find it difficult to secure a private room or a bed in semi-private or ward when immediate operation is indicated. Contrariwise, because of absence of proper plan, many doctors are required to work far into the night at hours when the operating room is available. Had it been possible to schedule in advance, this would be unnecessary. These situations are made doubly difficult by the irregularity of our present calendar, where days and dates constantly change and weeks wander without reason through the months and the years. Certain hospital services are dislocated. The soon-to-be-mother, and the patient with chronic lower right quadrant symptoms can generally have their hospital accommodations anticipated. But, although the approximate dates of confinement or exploratory operation are known, constant references to the calendar must be made in reserving hospital facilities.

Specific office treatments are given at definite intervals of four, five, or six days. To be successful, modern venereal disease therapy and follow-up procedures to determine cure require a definite, uninterrupted sequence of days, or weeks, or months, difficult to observe with our variable calendar. Unless care is taken, the patient may be asked to report on a day when no office hours are held. The four, five or six-day intervals could be more easily forecast with a regular and stable calendar. Weekdays and month-dates always agree, and months have their regular arrangements of 31, 30 and 30 days within each quarter-year in the model calendar.

A healthy body means the various organs, regulatory glands, blood vascular tree, nerve centers and so on, coordinate harmoniously and function smoothly. The task of the physician is to maintain or re-coordinate the various functions of the body to make it whole. The same is true for the calendar system.

The present Gregorian calendar is a vacillating planless outline of time. The new World Calendar offers an harmonious arrangement of well-coordinated time-units. Under the new plan, the year is evenly divisible into equal periods of halves, thirds, or quarters, with its more regular number of days in each month. Calculations of actual days with their weekdays for medical or surgical care required at stipulated intervals is greatly facilitated. Day and date for periodic physical check-up is easily determined

because days and dates always agree and the quarters are equal in the new stabilized World Calendar.

Currently, these day and date dislocations are unusually disconcerting. In discussing the wartime burdens of the physician and surgeon, we must recall the fact that former specialists in obstetrics are now doing general practice, and surgeons are once more writing prescriptions for medical cases. It is interesting to learn that more than 30,000 physicians, now carrying the civilian wartime load, are over 65 years of age. Many came from well-earned retirement to do their share in the national medical emergency, and to release physically fit younger men for the armed forces. The job has not been and is not easy for any professional man. His receptionist assistant has entered a war plant. Thousands of nurses have been commissioned and are giving tender care to wounded sailors and soldiers. The physician in addition to his professional work must undertake the demands of his patients, past and present, for certificates, health examinations, school physical tests and so on. Requirements of rationing boards must be met for patients on special diets, and for the doctor's own needs of gasoline and heating oil. Former full-time teachers at medical schools have been besought to open offices for the care of private patients. It is estimated an office consultation in the life of a busy practitioner has been reduced to no more than from ten minutes to twenty minutes!

The doctors are most busy in the rural areas, in small cities and in small towns where new plants have been built and new populations allocated. A recent survey indicates 166 zones are in dire need of both doctors and nurses. The number is probably much greater since some areas are served by physicians over 70 years of age. These men find it extremely difficult to continue the wartime speed. The Government of the United States has recognized the emergency, and has effected a plan of "relocation." In general, a community finding itself in need of medical care can through the local Chamber of Commerce, School Board, Grange or other recognized group, petition the Public Health Service for a doctor. From a list of available applicants maintained in Washington, a doctor is offered the opportunity of settling in the region. Expenses of moving, and a stipend of some $250 monthly for a varying period is advanced by the Government. One difficulty has been encountered: many applicants are reluctant to attempt practice of medicine and surgery far from centers of hospital in the definitely rural and isolated sections of our vast country.

The need for physicians will continue long after the victory in the European theatre of war, according to many high government officials. The Navy, for example, is at present undermanned in the medical-surgical departments. Army commissioned medical officers will be requested to transfer to the Navy when their services in Germany are no longer re-

quired. Other about-to-be-discharged medical officers of the Army and Navy will take time for "refresher" courses before re-entering the ranks of civilian general or specialist practitioners. Still other of the younger men without complete internship records prior to entry into the services will seek and fill residencies in non-war phases of medical and surgical practice.

"Not only will this flood of discharged military officers after the war be eligible for elaborate medical school and internship benefits," says Dr. Vincent Juster of the Queens County (N. Y.) Medical Society, "but, in justice to them and their future, such a practice should be followed." Indicative of this is the survey conducted by the Committee on Postwar Medical Service. Seven hundred and ninety-six military doctors out of 1,000 queried asked for postwar medical schooling.

"Probably 10,000 medical officers will want training of six months or more," according to an authority writing in *The Journal* of the American Medical Association.

"Even before the war ends," Dr. J. Craig Bowman indicates, "the medical profession will be confronted with the vital task of helping the millions of men returning from the services to readjust themselves to civilian life."

It can be appreciated that the job of the physician and surgeon is already pretty well developed and will continue for no less than five years after peace. More and more patients will depend upon less and less civilian physicians. Here is real intensification. No time to be wasted! Every move according to plan and careful planning. Adjustment to the working day today and tomorrow is required. One thing will definitely help the doctor to meet this situation: an equally well-developed and perfected time-plan.

The perpetual World Calendar of 12 months and equal quarters is one of the answers to the doctor's problem. The type of calendar, wherein every day and date remains the same, would be of invaluable help in solving office routine and future appointments. The patients will be served better. The community will be helped. The physician will be preserved from needless wear and tear in his work. The perpetual World Calendar should be a subject of study for medical groups in the county, the state and the nation.

RETIRED MISSIONARY TELLS OF CALENDAR CONFUSION IN INDIA

By The Reverend William Hazen

The Reverend William Hazen was appointed a missionary by the American Board of Commissioners for Foreign Mission and was assigned to India in 1900. With infrequent furloughs he remained in India until 1941 when he was retired. His work was such as to acquaint him not only with urban but also with rural India.

INDIA suffers from an enormous amount of calendar confusion, because each of its religious groups has its own peculiar methods of measuring time, while the Government, the English language newspapers, and educated people generally follow the Gregorian Calendar introduced from the West.

Many Indian newspapers printed in English, and also those printed in Indian languages, print a double dating, according to the "Western" and one or more Indian calendars. Diaries printed for general use have on each page a list of dates. For instance, a diary I used in 1941, printed in the Marathi language, had the following dates at the top of the page for January 1, 1941:

> "Wednesday, 1st January, 1941; Janevari, 1 Budhwar, Paush Shukla 4, Shake 1862"; that is to say, Budhwar, (Wednesday) Hindu month Paush, 4th of the light half, in the Shaka year 1862.
>
> Below this is given the position of the moon, in the constellation Kumbh (Aquarius) and the special name for the day, (Vinayaki 4th) in the Hindu calendar.
>
> Finally, there is given the date, 1 Jilhij, in the Muslim calendar, 29 Bahaman in the Parsi calendar, and in Gujarati characters for merchants, the above date and the year 1997 of the Samvat Era.

At the beginning of the confusion is the multiplicity of eras according to which the year is numbered. Three are given in the above list. There are two main Hindu eras, and various minor ones. In some parts of India, the Hindus follow the Samvat or Vikram era, said to have been established by a somewhat mythical king, Vikramaditya, in 57 B.C. so that the year 1941 was Samvat 1997, as above, and 1944 is 2001. The Shaka era, on the

other hand, is dated from a king Shalivahan, in 78 A.D., so that 1941 was 1862, and 1944 is 1866.

Muslims follow the Hijra (Hejira) era, dating from the flight of the Prophet Muhammad in 622 A.D. But as their years are strictly lunar, of 12 lunar months, 34 of their years are equal to 33 solar years, and the present year, which began about December 27, 1943, is A.H. 1363. But some Muslims follow a reformed era, which was introduced by the Emperor Akbar, which is known as the Fasli, and combines the Hijra with the Samvat, so that the present year is about 1350.

Parsis have their own era, dating from their prophet Zarathustra (Zoroaster). Jews have an era dating from the Creation, which they date at 3761 B.C. Buddhists also, who are few in India today, have an era dating from the time of Gautama Buddha, about 544 B.C., and Jains another, from their prophet Mahavira, about 662 B.C. The Christian Era, or A.D., is, however, generally known and understood throughout the country, and in Government offices and business firms with European connections is in general use.

When we come to the divisions of the year, Hindus generally have a year of twelve lunar months, each divided into the "Light half" and "Dark half," that is, from new moon to full, and from full to new again. The year begins usually with the new moon near the vernal equinox (March 21), but those who follow the Samvat Era begin the year with the "Festival of Lights" (Divali) at the new moon of the month Karttik, in October-November. In order to keep the months coming at about the same seasons in the solar year, Hindus put in an *adhik* or extra month every two or three years. The progress of the moon through the twelve signs of the zodiac, Aries, Taurus, etc., to Pisces, which have Indian names corresponding to those we have inherited from the Greeks and Romans, is carefully noted, and when two new moons occur within one zodiacal sign, then the *adhik* month is inserted. But these calculations have to be made by astronomers, and sometimes they do not agree as to the time of the *adhik* month. It has been aptly said that "the lunar months are *doors* to the Indian calendar, but the solar months are the *hinges* on which the doors turn."

Hindus also have the seven-day week, the days named for the sun, moon and five planets, which we inherited from the Greeks and Romans. Hindu fasts and feasts are as "movable" as our Easter, owing to the vagaries of the moon-months. Solar festivals called Sankranti ("passing") occur when the sun passes from one zodiacal sign to another, as the Makarasankranti on January 14th; when sugared sesamum seed is given to the family and friends, with the words "Eat sweet sesamum and speak

sweetly." The Holi or Spring Festival, the Hindu Saturnalia, comes at the full moon of the last month of the year, before the vernal equinox, and is celebrated with bonfires, indecent songs and shouts, and throwing of red powder or colored water on people in the streets. The Cocoanut Full Moon, in the month Shravan, in August, is considered to mark the end of the Southwest Monsoon, when the seas become safe for traveling; in Bombay, huge crowds throng to the beach on the seaside, and throw cocoanuts into the water to propitiate the spirits of the sea.

Other popular Hindu festivals are the Birthday of Rama in April, the Birthday of Krishna in August, Nagpanchami or worship of the cobra-god (Nag) in July or August, Ganesh Fourth worship of the elephant-headed god in September, Dasara day of victory in October, called "Durga-puja" in Calcutta. The calendars list up to 20 recognized Hindu holidays, observed in schools and Government offices.

The Muslim calendar is strictly lunar and each month is not considered to begin until the new moon is actually seen; if it is cloudy in one place, the moon may be seen in another, and the telegraph spreads the information. Consequently, each Muslim month will be two or three days behind the Hindu month. As twelve moon months total only 354 days, each Muslim year is 11 days short of the solar year, and the months move ahead so much each year, running the gamut of all the seasons. Muslim holy days are thus completely "movable," with reference to the seasons. The chief Muslim sacred days are Bakri-Id, on which cows are sacrificed, Muharram, ten days of mourning for the grandsons of the Prophet, Hassan and Husain, the Birthday of the Prophet, and Ramzan, month of fasting, ending with a day of feasting. If Ramzan occurs in the hot weather, it is very trying for the faithful, as no food or drink may be taken from sunrise to sunset. There are six to ten Muslim holidays in all.

Parsis have the Navroz or New Year, Birthday of Zarathustra, and others, seven in all. Jews have ten days, including the New Year, Passover, Day of Atonement, etc. Christians have Good Friday, Easter and Christmas, besides Sundays, which are public holidays in all Government offices. New Year, January 1, is common to all.

What a jumble of festivals, fasts and holidays! Business houses and Government offices have to release their clerks and other employes on most of the above days. Textile mills and other industries close on most of these holidays and on Sundays when there is no other holiday near at hand. Schools having students of different religions usually close on most or all of the holidays. Since the holidays are movable, it often happens that Hindu and Muslim holidays coincide, frequently conflicts and rioting result.

What would The World Calendar do for India? It would remove the anomalies of the Western (Gregorian) Calendar, give months of 31 and 30 days on a regular plan, with fixed quarters of exactly the same number of days (91), and a fixed day for Easter, both of which are important for business in which Europeans and Indians are engaged together. While it is not likely that either Hindus or Muslims would change their sacred days, which are fixed by the moon, yet the pattern of a fixed calendar, the same for every year, could provide a pattern into which their festivals and fasts might fit.

The present "Western" Calendar, with its irregularities, would not appeal to the leaders of the different communities as a unifying pattern to resolve the calendar confusion. When India becomes independent, there might be a move to reject it altogether, as a useless "Western" institution. But were the uniform World Calendar adopted, there would be no East or West about it, but it would be received as a universal plan for unifying the calendars of all religions and nations—a bond of union for all humanity.

We may well believe that India's intelligent and spiritual leaders will respond to the appeal for a unified calendar which can be adopted by all communities. Mohandas Gandhi, at least, so expressed himself a few years ago, and he would probably hold the same opinion still: "It would be a splendid thing if our 350,000,000 people could have a unified calendar. As most of the Indian calendars are arranged on a 12-month basis, it would obviously be easier to meet on this common ground. I am in favor of a standardized calendar. I am always ready to endorse any honest movement which will help to unify the world."

OBITUARY NOTE

DR. DIXON RYAN FOX, President of Union College for the past decade, and a widely recognized authority on American history, died January 30, 1945, at the age of 57.

He had been a member of The World Calendar Association since 1936. At that time he said: "The reform of the calendar so that the weekdays would always have the same numerical order in the month would be of great value to future historians. . . . The reforms proposed are of small inconvenience. . . . In my judgment any change should preserve the 12-month scheme."

CURRENT PRESS COMMENT

Lincoln-Washington Birthdays, One Day Apart

Hoboken (N. J.) Jersey Observer
February 19, 1945

HAVING just observed Lincoln's Birthday, and with Washington's Birthday to be celebrated Thursday next, The World Calendar Association takes occasion to point out that if its plan had been adopted we would have celebrated both occasions the same week-end, or, in other words, had a three-day holiday.

The World Calendar plan which has received international recognition, the approval of 14 governments and many associations, divides the 12-month year into equal quarters, the first month of each quarter having 31 days, and the two succeeding months 30 days. Here is how this would work out in respect to the two birthdays in question:

Washington was 20 years old when England adopted the Gregorian calendar which automatically added 11 days to the order of time, according to the Julian calendar in vogue when he was born. Hence, in spite of the fact that the nation celebrates his birthday on February 22, he observed, until the day of his death, his rightful birthday on February 11.

According to the Pennsylvania history, The World Calendar Association points out, the first State celebration of Washton's Birthday occurred at Valley Forge on February 22, 1778, while Virginia celebrated his last birthday at Alexandria on February 11, 1799. Lincoln having been born under the Gregorian calendar, his birth date did not require any change.

If The World Calendar were adopted, Lincoln's Birthday and Washington's real birthday could become a three-day week-end commemorating in one holiday period the birthdays of two of our great Presidents. With this arrangement making the days and weeks of each successive year the same, there could be created a standardized, perpetual three-day week-end in honor of our two great freedom-loving Presidents.

Instead, we shall observe Washington's Birthday Thursday next, which makes an awkward break in the week, and a trial to schools and to business. Furthermore, it would not be historical heresy to join the two holidays, The World Calendar Association declares, as Washington was really born on February 11.

They Fell on Monday

Abstracted from Ottawa (Ontario) Citizen
January 3, 1945

CHRISTMAS, 1944, fell upon a Monday. So, of course, did New Year's Day, 1945. Thus the two great holidays of the season were preceded by a Sunday: the combination of Monday's holiday with the Sabbath day of rest made a welcome arrangement for most people.

Harassed storekeepers and salespeople, overworked postmen and delivery boys, as well as the public generally, probably welcomed this long week-end with satisfaction and delight. It afforded them needed rest and an opportunity to renew their strength before beginning another workaday year on January 2.

The incidence of Christmas and New Year's Day on a Monday reminds us that, if The World Calendar is adopted, it will provide the long week-end so much appreciated on the present occasion. The World Calendar Association since 1930 has advocated a calendar, the principal feature of which is that it provides twelve months and equal quarters, so arranged that every day and date will remain the same year in and year out.

Advocates of The World Calendar—and they are numerous and influential throughout the civilized world—had hoped that the new calendar would be adopted on New Year's Day, 1945, because on December 30, 1944, both old and new calendars met. The intervention of the war prevented this happening. The next date when the present and The World Calendar meet is January 1, 1950. It is to be hoped that by then Canada and all other nations will have officially prepared themselves for the simple change-over involved.

EXCERPTS AND REVIEWS

The World Calendar

By W. H. HAIGHT

From Bergen County Chamber of Commerce Bulletin, *Hackensack, N. J., February, 1945*

ALL people in public life today should be conscious of the need for calendar reform. Our present Gregorian calendar is as out of date as the horse and buggy.

Officials of the State are frequently importuned to do something about the calendar—to plan work, transportation schedules and pay rolls far ahead on an equal basis for both the months and the quarters of years. Take the difference between February with 28 days and the months with 31 days. Why not call on some engineers to establish a uniform calendar?

This matter will have to be tackled not only nationally, but in cooperation with other nations of this globe.

In allocating appropriations the political governing body has to meet the problem of unequal months and quarters, more money is available to spend during one quarter, and less money another. This is definitely a need for uniformity. Public pay rolls are usually drawn on the basis either of annual salaries or monthly wages. The inequality of the months is so well known as to need no further comment. Annual salaries must be paid in monthly or bimonthly accounts, and here again the lack of uniform lengths of time is obvious.

Another great problem in governmental life and work is that of holidays, which play hob with office routine and other factors of public administration. It is because there is no way to stabilize them in the present calendar. Holidays occurring in midweek present a great handicap to orderly functioning in both government and business. The fact that Christmas and other holidays may fall on Monday, Tuesday, Friday or any other day of the week, year by year, presents a problem. Any calendar which would tie down the holidays would be a boon.

Uniformity and regularity in our time-plans are needed in every department of state government. Our universities and colleges have to turn mental handsprings to plan schedules for the year ahead. The fluctuations of the Gregorian calendar cause untold expenses just for planning. Teachers must teach a stated number of days before their schools can participate in certain funds and appropriations. Lack of uniformity in dates from one term to another works a handicap under such arrangements. I predict that, if and when a reformed calendar is adopted, schedules for school purposes, from kindergartens to graduate courses, will become standardized, with openings of universities, colleges and public and private schools, the holidays, and dates of graduations, falling on the same days each year. That, as any school man will tell you, would be something.

Uniformity in months and quarters would be a blessing to auditors and paymasters who account for such work. Revenue and expense would be uniform on equalization of time periods.

In our household, we've become used to the "24-hour clock" because our son in the Navy uses the new daily time-reckoning in his letters to us. When he says 1530 o'clock we know that's 3:30 in the afternoon. All military services use the 24-hour clock, thus eliminating one historic cause for confusion as between hours of the morning and afternoon. It seems logical that if this improvement is desirable for the military, it is desirable also for civil departments of our government, and for general use as well. We'd wonder how we ever did without it!

As we approach the crisis of this war and the inevitable postwar period, long-time planning is the watchword of the day.

Programs of public finance, public works and reconstruction are already being laid out, by state and federal agencies, separately and in cooperation, for long years ahead.

The same reasons for calendar reform on behalf of governmental organizations, in cities and counties, in our states and the nation, hold for business, labor, industries and the professions.

Any new calendar adopted by this country, and by other nations of the world, should have these characteristics:

Constant use. The same calendar, this year, next year, etc. Days and dates should always agree. Twelve months in the year. The first day of the week should be Sunday. The same number of business days each quarter and each year. Stabilized holidays and other days of regular annual observance.

There is one calendar—and the only one I know of—which fulfills all these requirements. It is The World Calendar, sponsored by The World Calendar Association, and endorsed by numerous public, business, civic and educational organizations. Fourteen nations have also given approval to The World Calendar that divides the year into equal quarters of 13 weeks and 91 days. Thus it has the same number of business days in each quarter. The division of each quarter into three months of 31-30-30 days produces months as nearly equal as is possible. But what is of importance is the fact that every month has 26 weekdays exclusive of Sundays. The first day of the week would continue to be Sunday. This makes a calendar of 364 days.

It is true that the 365th day is added as an extra Saturday after December 30 has been reached. It should be designated as a World Holiday, so that government, business, social and educational schedules as well as pay rolls would not be disrupted by unequal quarters of working time. The extra "leap year" day should also be a World Holiday, and could well be observed in midyear of every fourth year on another extra Saturday following June 30. Holidays would be stabilized, falling on the same date and day of the week every year.

Since state governments have as great need for a reformed calendar as does the national government, and since our states deal more directly with local agencies and with the people, the legislators might well lend their influence to securing favorable consideration of The World Calendar in Washington.

A new, universal, constant calendar would be one strong link in the chain being forged to establish unity for the peoples and nations of the world following this great war.

National Secretary Writes for Calendar

By FRANK J. HORAK

From Postmasters Gazette, *June, 1944*

THE National Secretary's office has received material from The World Calender Association, with headquarters in New York City, which is very interesting. The World Calendar Association proposes to rearrange the calendars of the world into 12 months with equal quarters. The year is divided into equal quarters of three months—13 weeks—91 days. The months are arranged in 31-30-30 days; each month has 26 weekdays, plus Sundays. The various time units all agree at the end of quarter-years. The year always begins on Sunday, January 1. The 365th day at the close of every year is the Year-End Day, the extra Saturday, the old December 31. The 366th day, the Leap-Year Day, (the old February 29) is placed in the mid-year on another extra Saturday. Both these extra days are the stabilizing days of the calendar—the World Holidays.

Such a calendar, it seems to me, would be of benefit to those of us who are charged with administering the affairs of the country's post offices. The figuring of pay rolls certainly should be easier under such a calendar. It should have an important place in the consideration of postwar adjustments. Postmasters should become interested. The plan is commended to you. For detailed information and charts write to The World Calendar Association, Inc., International Building, 630 Fifth Ave., New 20, N. Y.

FROM THE MAIL BAG

I believe your calendar plan is the best I've seen in my 35 years' study of calendar reform. We can surely make this needed change with a minimum of effort—and it should be done soon.—J. J. Mealy, Reynolds, N. Dak.

I hope that success will come to you in your untiring work for The World Calendar.—Dorothea D. Buck, First Vice-President, General Federation of Women's Clubs, Richmond, Va.

Many of us in the Westinghouse Company are favorably impressed with the proposed World Calendar. With a minimum of change it makes a substantial improvement in the present calendar. I hope it will be adopted at a very early date.—A. W. Robertson, Chairman, Westinghouse Electric and Manufacturing Co., Pittsburgh.

Your efforts have my wholehearted support.—Robert L. Tebeau, Economist, Brooklyn.

I wish you every success in your efforts to direct the attention of the public to the simple yet substantial calendar reform you are advocating.—J. W. Studebaker, Commissioner, Federal Security Agency, U. S. Office of Education, Washington, D. C.

It would seem to me that the immediate postwar period offers the best chance in centuries if you could interest the tops of the governments comprising the United Nations.—George S. Brady, The Douglas T. Sterling Co., Stamford, Conn.

The most telling argument appeared to be that we could gain an orderly calendar without some of the drastic changes, such as the 13-month year, which earlier calendar reforms proposed. Of course it is always easier to get the acceptance of such a group as the National Council of Geography Teachers than of the general public where I gather from anti-World Calendar letters appearing in some local Washington papers narrow religious intolerance and dislike of change play a large part.—Lt. H. Thompson Straw, A. C., Chief, Cartographic Section, Hist. Branch, War Dept., Washington, D. C.

A new and reformed World Calendar would greatly abet our efforts in building a more orderly and systematic world society.—R. W. Danon, Springfield, O.

The advantages of the proposed World Calendar are to me so obvious as to need no argument. It seems to me that it should only be necessary to explain the matter to any intelligent person in order to win his active support.—Gustavus J. Esselen, Consulting Chemist, Boston.

Congratulations and all honor for your work in furthering such a commonsense arrangement—Padraic A. O'Connor, Pasadena, Cal.

It would seem to me that an equalized calendar would be advantageous to all forms of business, as well as to individuals.—C. E. Phillips, Advertising Director, *Register-Republic*, Rockford, Ill.

With all the talk abroad about postwar planning, it seems to me some of the blueprinters should consider a universal calendar as essential to universal understanding in the coming millennium.—Herbert M. Hofford, Rhode Island State Coll., Kingston.

The calendar proposed by The World Calendar Association appeals to me as a marked advance in measuring time in units greater than those measured by the clock.—William H. Cain, West Mich. Coll. of Education, Kalamazoo.

Regarding The World Calendar, this method of dividing the year has been one of considerable interest to me and one with which I heartily concur. I trust that it may have an early adoption, in order that the conveniences, advantages and economies in all phases of life, which it promises, may be soon realized.—Donald F. Othmer, Prof. of Chemical Engineering, Brooklyn Polytechnic Institute.

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